

JANUARY SALES

DOWNSTAIRS at AYRES

Store Hours Saturday: 9:30 A. M. to 6:30 P. M.

Redingote Dresses

In Navy Blue—Designed for Now and for Active Service in the Spring!

\$5*—\$6.98*

\$7.98*

Midseason into spring... we suggest these redingote dresses in navy blue. Perennial favorites because practicality is in every line. For now, wear the bright, gay print dress under your dark fur coat. Later, when warm spring weather is at hand, wear the redingote and print dress without any coat at all. As usual we're ready with a complete size and style selection, NOW, ahead of the first robin.

★ At \$5.00—Sizes From 14 to 20—38 to 44!

★ At \$6.98—Sizes From 14 to 20—11 to 17!

★ At \$7.98—Sizes From 38 to 44 Only!

Redingote Effects

\$3.98

Special January sale of Mid-season dresses features these redingote effect dresses in navy blue with splashes of bright print. Sizes 14 to 38 and 11 to 17.

—Downstairs at Ayres.



New for Spring!

New Neckwear

You can easily change your costume several times with a wardrobe full of this new spring neckwear in high or V-neck lines. Organdy, crepe, silk pique and lace in pink or white colors. Many styles with cuffs.

59c Ea.

Other Spring Neckwear

These styles in lace, crepe or organdy. High or V-neck lines. Many styles to choose from.

—Downstairs at Ayres.

\$1.00

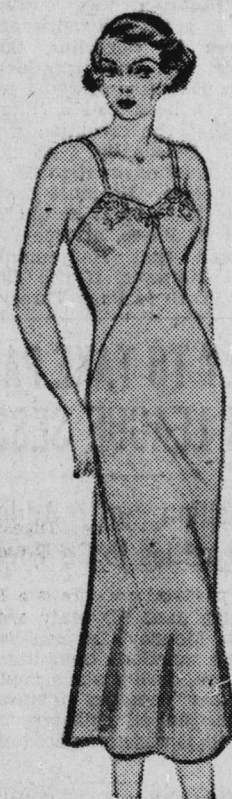
January Sale!

"Corliss" Silk

SLIPS

\$1.00

EACH



Pure silk crepe slips—our famous brand, made according to our specifications for fit and quality. Lace trimmed or tailored styles cut on the bias. California or straight tops. Tea rose or white. Sizes 34 to 44.

Rayon Satin Slips

Special selling! Made of "Swan-Clo" rayon satin. Two seam style. Bodice tailored top. Pastel and dark shades. Sizes 34 to 44.

\$1.39 Ea.

—Downstairs at Ayres.

SPECIAL JANUARY SELLING!

Fur Prices Are Rising--Buy Now and Save, in This Special Selling! Ayres' Long - Term* Lay - Away Plan Is Available on Purchase of This

Beautiful Fur Coat
\$39.50

Our New York office tells us that fur prices are rapidly rising (we've already raised our price once), and that our next shipment of coats will cost us and YOU considerably more. If you plan to own a beautiful fur coat, smartly styled in a swagger or semi-fitted model, and made of beautiful black seal dyed rabbit then take advantage of this special selling and our Long Term Layaway* Plan and save yourself a neat sum of money.

Sizes:
14 to 20
38 to 44!

—Downstairs at Ayres



★ Ayres Long-Term Layaway Plan is an easy method to purchase a lovely fur coat. A small down payment will be required, and equal monthly or weekly payments sufficient so that the coat will be paid for in full by specified date.

Tomorrow! We Present...

SPORTS HEADLINERS

... A brand new nook in our Downstairs Millinery Department devoted to last-minute sports and tailored millinery fashions in beautiful textured felts. You'll find a complete color range in pastel shades and a complete size range from 21½ to 23. These are sophisticated styles, designed to "go places" with any daytime costume.

TWO DOLLARS

It Pays to Buy Quality Hose

Irregulars of
REAL SILK
DeLuxe Stockings

Real Silk De Luxe Chiffon hose give the average woman more than ordinary service and they're beautifully sheer and clear. They're also protected at all danger points by those 10 valiant guardmen. In all the smart winter shades. Sizes 8½ to 10½.

69c PAIR

Please, No Mail or Phone Orders!

Just Arrived for Saturday!

NEW "CORLISS" SHOES

Advance Spring Styles in Navy Blue!

NAVY KID
NAVY CALF
NAVY PATENT

\$2.99 PAIR

This spring navy blue will be the most important color on the fashion horizon. Especially in this time of shoe fashions. As usual Ayres Downstairs is ready with a complete selection of new navy blue shoe styles in pumps, straps and tips. All type heels including built-up leather heels. Sizes 3 to 8, widths AAA to C.

NEW SHIPMENT!

Men's Shirts

Plain white, plain colors, of fine mercerized broadcloth with full cut, full length body that's a perfect fit. Also a huge selection of fancy patterns. Collar attached styles. Sizes 13½ to 18.

\$1.19 EACH

Men's Fancy Socks, 4 Pair for

\$1.00

A great selection of styles in stripes, verticals, checks and plaid patterns. Have the long wearing double heel, toe and sole. Sizes 10 to 12.

Men's New Spring Neckwear

Hand-tailored neckwear for spring. In new patterns and colors of every hue. Checks, florals, stripes and all-over.

55c



Saturday Savings for Boys!

Boys' School
Shirts
59c Ea.

Full cut and well made. Plain white and fancy patterns. All fast color. Collar attached. Sizes 8 to 14½.

Boys' Melton
Jackets
\$2.98

All-wool plaid melton jackets with zipper front and in cosack style. Blue or brown. Auto brand. Sizes 8 to 18.

Boys' Corduroy
Slacks
\$1.98

Heavy quality corduroy slacks in plain colors. Collegiate bottoms and side tabs. Sizes 8 to 20.—Downstairs at Ayres.

Special Purchase!

Girls' Winter COATS

\$3.98



Tailored or fur trimmed styles in solid colors and novelty mixtures. Well made, smartly styled, warmly lined. Brown, green, blue, wine. Sizes 7 to 14. Limited quantity.

Tots' Wool Snow Suits
\$2.98

—Downstairs at Ayres.

JANUARY SALE!

Children's High Shoes and Oxfords

With Solid Leather Soles!

Long wearing and good looking shoes, the children will like them the minute they try them on. Black, brown or patent leather high shoes and oxfords with leather soles and insoles and rubber heels. Sizes 8½ to 3, widths A to D.

\$1.79 PAIR

—Downstairs at Ayres.

JANUARY SALE!

Men's Overcoats

In the New
1936 Patterns
and Styles You
Can Wear!

\$11

These are big, roomy, warm overcoats in the styles you can wear, the colors and patterns and fabric best suited for cold weather. Meltons, checks, mixtures in half belted styles. Brown, gray, blue and tans. All sizes.

Men's Wool Worsted Suits

New worsted suits in the fabrics, the colors, the patterns, the styles you can wear the year around. Dark conservative patterns for business or dress. Sports back styles for the younger men. All sizes.

SALE PRICE
\$13.95

—Downstairs at Ayres.



Men's Shoes

Black or brown oxfords with Goodyear welts and leather insoles. Rubber heels. Smart styles. Sizes 6 to 11, B to C widths.

\$2.99 Pair

Men's Hats

New fur felts in snap brim styles. Black, brown, gray, tan and slate blue in a complete selection of sizes, 6½ to 7½.

\$2.29 Each

—Downstairs at Ayres.